

Notice of References Cited	Application/Control No. 09/385,414	Applicant(s)/Patent Under Reexamination POAGE ET AL.	
	Examiner C. Michelle Colon	Art Unit 3623	Page 1 of 1

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	B	US-6,230,143	05-2001	Simons et al.	705/14
	C	US-4,908,761	03-1990	Tai	235/376
	D	US-5,948,061	09-1999	Merriman et al.	705/14
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Van Auken et al. "An Empirical Analysis of Small Business Advertising," Journal of Small Business Management v30n2, April 1992
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.